SPONSORSHIP PROPOSAL

TOGETHER WE GATHER

70 YEARS OF PEACE
PUGWASH CONFERENCE
1957–2027

160 YEARS OF CANADA
1867–2027

YEARS OF GATHERING OF THE CLANS
1951–2027

CANADA | PEACE | HERITAGE | COMMUNITY



JULY 1, 2027

PUGWASH, NOVA SCOTIA

HERITAGE | COMMUNITY | PEACE | PRIDE

TOGETHER WE GATHER

THREE STORIES. ONE GATHERING.

76 YEARS OF GATHERING OF THE CLANS

70 YEARS OF PEACE PUGWASH CONFERENCE

160 YEARS OF CANADA

Dear Community Partner,

In 2027, three remarkable stories come together in one place.

We celebrate **76 years of the Gathering of the Clans,** a tradition that began in 1951 and continues to bring our community and visitors together through culture, music, athletic tradition and shared celebration.

We honour 70 years of peace, remembering the Pugwash Conference and the legacy of dialogue and cooperation that grew from Pugwash.

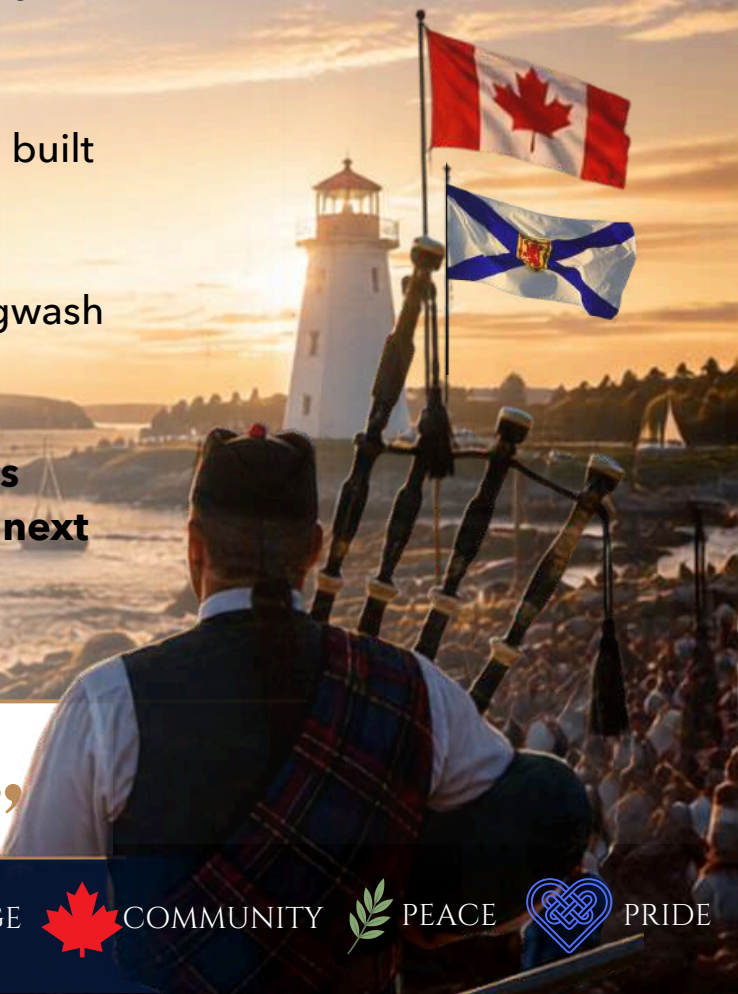
We mark 160 years of Canada, celebrating a nation built on diversity, resilience and the values that unite us.

On July 1, 2027, these three stories will meet in Pugwash for a day of pride, community and togetherness.

We invite you to stand with us as we build on this legacy and create memories that will inspire the next generation.

Events Coordinator
Village of Pugwash, Nova Scotia

"The strength of this festival has always been our community. Together, we make it extraordinary."



JULY 1, 2027 | PUGWASH, NOVA SCOTIA

HERITAGE COMMUNITY PEACE PRIDE

SPONSORSHIP PROPOSAL

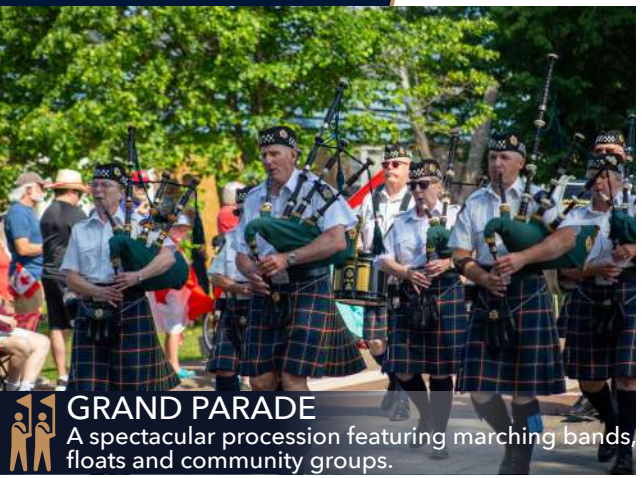
Gathering of the Clans & Canada Day 2027

THE GATHERING EXPERIENCE

A FULL DAY OF TRADITION, CELEBRATION & COMMUNITY

Pipers, music, games, entertainment and a spectacular finale on the shores of beautiful Pugwash Harbour.

TOGETHER WE GATHER 1760



GRAND PARADE
A spectacular procession featuring marching bands, floats and community groups.



HIGHLAND DANCING
ScotDance-sanctioned competition showcasing top regional talent.



ARTISAN MARKET
Over 55 local artisan and food vendors offering unique crafts, regional treats and more.



HEAVYWEIGHT GAMES
Traditional Scottish athletic feats.



PIPES & DRUMS
ACPBA-sanctioned competition



KIDS ZONE
Family-friendly area with inflatable attractions, games and entertainment for children of all ages.



HEADLINE CONCERT
Evening musical performance featuring celebrated artists to cap off the day's festivities.



FIREWORKS
A breathtaking pyrotechnic display.

JULY 1, 2027 | PUGWASH, NOVA SCOTIA | HERITAGE | COMMUNITY | PEACE | PRIDE

SPONSORSHIP PROPOSAL

2026 PROVIDED THE MOMENTUM.

WE WELCOMED

8,000+

VISITORS IN 2026

Our 75th Anniversary brought record crowds to Pugwash. In 2027, we build on that success.



Gathering of the Clans & Canada Day 2027

A SIGNATURE EVENT THAT BRINGS OUR COMMUNITY TOGETHER AND WELCOMES VISITORS FROM ACROSS THE REGION AND BEYOND.

55+ VENDORS

Local makers, food vendors and regional products.

100+ HIGHLAND DANCERS

ScotDance-sanctioned competition.

PIPES & DRUMS BANDS

ACPBA-sanctioned competition featuring top soloists and full pipe bands.

MULTI-GENERATION AUDIENCE

Families, culture lovers, day-trippers and overnight guests.

WIDE GEOGRAPHIC REACH

Visitors from across Nova Scotia, New Brunswick, PEI, across Canada and around the world.

JULY 1, 2027 | PUGWASH, NOVA SCOTIA | HERITAGE | COMMUNITY | PEACE | PRIDE

FEATURED BY CTV NEWS IN 2026

Gathering of the Clans & Canada Day 2027

SEEN BEYOND PUGWASH.

OUR STORY REACHES FARTHER.

The 2026 Gathering of the Clans & Canada Day was proudly featured by CTV News, highlighting our community, our traditions and the incredible spirit of Pugwash.

From local coverage to digital engagement, thousands of people saw, shared and celebrated our event.

Your brand will be part of a story that people see, follow and remember.



> "Thousands gather in Pugwash, Nova Scotia for the 75th Gathering of the Clans."
>
> CTV News Atlantic – July 2, 2026

3,100+
COMMUNITY STRONG
Members of our official Facebook community.

GROWING EVERY YEAR
Engaged followers, event updates, community stories and behind-the-scenes moments shared all year long.

WIDESPREAD REACH THROUGH:

EVENT WEBSITE
Thousands of visitors before and after the event.

SOCIAL MEDIA
Active promotion across Facebook.

LOCAL & REGIONAL MEDIA
Coverage in newspapers, radio, online and community outlets.

VISITORS FROM NEAR & FAR
People from across Nova Scotia, New Brunswick, PEI, across Canada and the USA.

BE PART OF THE VISIBILITY.

BE PART OF THE IMPACT.

SPONSORSHIP PROPOSAL

WHY YOUR BRAND BELONGS HERE.

The Gathering of the Clans & Canada Day is more than an event – it's a tradition that brings thousands together to celebrate what matters most: heritage, peace, community, pride and our Canada.

Your partnership connects your organization with the values that unite us all.

BE SEEN WHERE HERITAGE, COMMUNITY & CELEBRATION COME TOGETHER.



Gathering of the Clans & Canada Day 2027

VISIBILITY

Put your brand in front of thousands of engaged attendees, both on-site and across multiple media channels before, during and after the event.

CONNECTION

Associate your organization with a celebration our community is proud of and that visitors look forward to every year.

LEGACY

Become part of a tradition that has brought people together since 1951 and continues to inspire future generations.

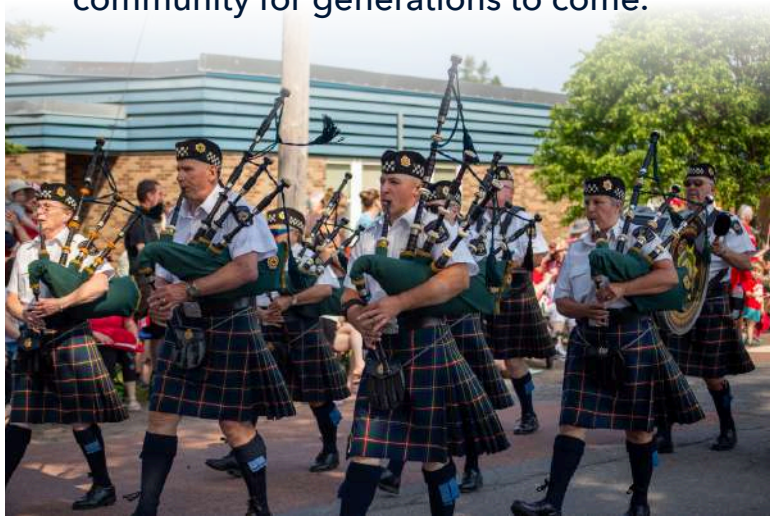
YOUR SPONSORSHIP IS MORE THAN LOGO PLACEMENT.
IT BECOMES PART OF THE EXPERIENCE.

JULY 1, 2027 | PUGWASH, NOVA SCOTIA | HERITAGE | COMMUNITY | PEACE | PRIDE

SPONSORSHIP OPPORTUNITIES

INVEST IN OUR HERITAGE.
INSPIRE OUR COMMUNITY.

Your support fuels a celebration that honours tradition, brings people together and strengthens our community for generations to come.



8,000+
VISITORS IN 2026
Be part of one of the region's longest-standing heritage celebrations.

Choose the level of partnership that best aligns with your organization.

Custom partnership packages are available for organizations seeking tailored activation opportunities.

BENEFITS	BRONZE $500+ Be Seen	SILVER $1000+ Build Visibility	GOLD $2000+ Stand Out	PREMIUM $5000+ Lead the Event
Social Media Recognition Recognition through festival social media channels	✓	✓	✓	✓
Event Signage Logo displayed on or near the Main Stage	✓	✓	✓	✓
Enhanced Social Media Promotion Additional posts and increased brand exposure			✓	✓
Website Recognition Logo featured on the festival website		✓	✓	✓
On-Stage Recognition Public acknowledgement during the event			✓	✓
Premium Banner Placement Large-format banner in a high-visibility event location				✓
Local Radio Recognition Sponsor recognition through local radio promotion				✓
Premier Logo Placement Priority size and positioning across sponsor materials				✓

YOUR SPONSORSHIP IS MORE THAN LOGO PLACEMENT.
IT BECOMES PART OF THE EXPERIENCE.

SPONSORSHIP PROPOSAL



OWN THE MOMENT.

Exclusive Naming Rights puts your organization at the heart of one of the festival's signature experiences.

ALL NAMING RIGHTS PARTNERS RECEIVE THE FULL PREMIUM SPONSOR BENEFIT PACKAGE — PLUS EXCLUSIVE EVENT-SPECIFIC EXPOSURE.

Gathering of the Clans & Canada Day 2027

2027 FIREWORKS FINALE
PRESENTED BY

[COMPANY NAME]

EXCLUSIVE. MEMORABLE. POWERFUL.

Naming Rights put your brand at the heart of the moments people talk about long after the day is over.

- ALL PREMIUM SPONSOR BENEFITS
- PREMIUM WATERFRONT BANNER
- DEDICATED FIREWORKS PROMOTION
- PRE-FIREWORKS RECOGNITION

FIREWORKS FINALE $15,000



- Exclusive Naming Rights
- Premium Sponsor Benefits
- Dedicated Fireworks Promotion
- Premium Waterfront Banner
- Pre-Fireworks On-Stage Recognition

CONCERT $15,000



- Exclusive Naming Rights
- Premium Sponsor Benefits
- Main Stage Banner
- Concert Promotional Branding
- On-Stage Recognition

KIDS ZONE $10,000



- Exclusive Naming Rights
- Premium Sponsor Benefits
- Large Kids Zone Banner
- Promotional Branding
- On-Site Recognition

LICENSED BEER GARDEN $5,000



- Exclusive Naming Rights
- Premium Sponsor Benefits
- Entrance Banner
- On-Site Branding
- Promotional Recognition

GRAND PARADE $5,000



- Exclusive Naming Rights
- Premium Sponsor Benefits
- Parade Banner
- Parade Promotional Recognition
- Event Program Recognition
- On-Site Recognition

HIGHLAND DANCE $5,000



- Exclusive Naming Rights
- Premium Sponsor Benefits
- Event Banner
- Highland Dance Promotional Recognition
- On-Site Recognition

PIPES & DRUMS $5,000



- Exclusive Naming Rights
- Premium Sponsor Benefits
- Event Banner
- Pipes & Drums Promotional Recognition
- On-Site Recognition

HEAVYWEIGHT GAMES $5,000



- Exclusive Naming Rights
- Premium Sponsor Benefits
- Event Banner
- Heavyweight Games Promotional Recognition
- On-Site Recognition

YOUR NAME. THEIR EXPERIENCE. ONE UNFORGETTABLE DAY.

NAMING RIGHTS ARE EXCLUSIVE AND AVAILABLE ON A FIRST-CONFIRMED BASIS.

JULY 1, 2027 | PUGWASH, NOVA SCOTIA

HERITAGE · COMMUNITY · PEACE · PRIDE

SPONSORSHIP PROPOSAL

YOUR SUPPORT AT WORK



Gathering of the Clans & Canada Day 2027

INVESTING IN THE EXPERIENCE.
STRENGTHENING THE COMMUNITY.

Every sponsorship helps us deliver a safe, welcoming and memorable Canada Day celebration while preserving the traditions that have brought generations together in Pugwash.

CULTURE & HERITAGE

Supporting the traditions at the heart of the Gathering.



- Pipes & Drums
- Highland Dance
- Heavyweight Games
- Heritage Programming

ENTERTAINMENT & EXPERIENCE

Creating the moments that make July 1 unforgettable.



- Live Music
- Fireworks Finale
- Stage & Sound Production
- Lighting & Technical Support

FAMILIES & COMMUNITY

Keeping the celebration welcoming, engaging and accessible for all ages.



- Kids Zone
- Community Activities
- Family Entertainment
- Public Programming

EVENT OPERATIONS

Building the infrastructure required to safely welcome thousands of visitors.



- Site Infrastructure
- Security
- Site Services
- Equipment and logistics

EVERY PARTNERSHIP HELPS BRING THE DAY TO LIFE.

TOGETHER, WE CREATE MORE THAN AN EVENT.

WE PRESERVE TRADITION. WE STRENGTHEN COMMUNITY. WE CREATE MEMORIES.

JULY 1, 2027 | PUGWASH, NOVA SCOTIA | HERITAGE | COMMUNITY | PEACE | PRIDE

SPONSORSHIP PROPOSAL

A TRADITION OF GIVING BACK.

Gathering of the Clans & Canada Day 2027

THE GATHERING WAS FOUNDED WITH A PURPOSE BEYOND CELEBRATION.

The Gathering of the Clans was originally established as a fundraising event – bringing the community together while raising funds to support local organizations and initiatives.
More than seven decades later, that tradition of giving continues.
A portion of the funds generated through the Gathering is directed back into the community, helping support organizations that serve, protect and strengthen village of Pugwash and the surrounding area.



SUPPORTING THOSE WHO SUPPORT OUR COMMUNITY

PUGWASH GROUND SEARCH & RESCUE
Community safety & emergency response

PUGWASH FIRE DEPARTMENT
Emergency services & community protection

NORTH CUMBERLAND MEMORIAL HOSPITAL AUXILIARY
Supporting local health care

COMMUNITY SUPPORT ALSO EXTENDS TO

- Pugwash Legion – Peace Branch 60
- Pugwash Fire Department Auxiliary
- Friends of the Pugwash Estuary
- PDHS Senior Girls Basketball
- St. Matthew's United Church
- St. Thomas More Church
- Harbourfest
- Community Christmas Dinner
- Pugwash Fire Department Mackerel Tournament

YOUR PARTNERSHIP HELPS THE GATHERING DO MORE THAN BRING PEOPLE TOGETHER.
IT HELPS THE GATHERING GIVE BACK.

JULY 1, 2027 | PUGWASH, NOVA SCOTIA

HERITAGE · COMMUNITY · PEACE · PRIDE

SPONSORSHIP PROPOSAL

Gathering of the Clans & Canada Day 2027

TOGETHER WE GATHER.



THREE MILESTONES.
ONE COMMUNITY.
ONE UNFORGETTABLE YEAR.

76
YEARS OF GATHERING
1951–2027

Celebrating generations of Scottish heritage, tradition and community in Pugwash.

70
YEARS OF PEACE
1957–2027

Honouring Pugwash's remarkable place in the international story of dialogue, cooperation and peace.

160
YEARS OF CANADA
1867–2027

Celebrating our country, our communities and the values that bring us together.

IN 2027, THESE STORIES COME TOGETHER.

ON JULY 1, THOUSANDS WILL GATHER IN PUGWASH TO CELEBRATE WHERE WE HAVE COME FROM, WHAT WE SHARE TODAY, AND THE LEGACY WE ARE BUILDING FOR GENERATIONS TO COME.

YOUR ORGANIZATION CAN BE PART OF THIS STORY.

JULY 1, 2027 | PUGWASH, NOVA SCOTIA | HERITAGE | COMMUNITY | PEACE | PRIDE

SPONSORSHIP PROPOSAL

Gathering of the Clans & Canada Day 2027

BE THERE.
BE SEEN.
BE PART OF IT.



PARTNER WITH US FOR 2027

Join us on **July 1, 2027**, as Pugwash welcomes thousands of residents and visitors for a celebration of heritage, community, peace, pride and our Canada.

Whether you choose to support the festival as a whole or put your name behind one of its signature experiences, there is a partnership opportunity for **every level of involvement.**

SPONSORSHIP COMMITMENT DEADLINE

MAY 15, 2027

Early confirmation is encouraged for exclusive Naming Rights opportunities, which are available on a first-confirmed basis.

READY TO BECOME A 2027 PARTNER?

CHRISTIE BLACKIE
Events Coordinator
Village of Pugwash
902-243-2946
events@pugwashvillage.com

TOGETHER WE GATHER.

YOUR PARTNERSHIP. OUR COMMUNITY.
ONE UNFORGETTABLE CELEBRATION.

JULY 1, 2027 | PUGWASH, NOVA SCOTIA | HERITAGE | COMMUNITY | PEACE | PRIDE